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polymer powder is added, the improvement comprising adding as at least a portion of said aqueous polymer dispersion or redispersible polymer powder, a polymer prepared by emulsion polymerization in the presence of a protective colloid, said polymer prepared from monomers comprising at least one vinyl ester monomer and from 0.2 to 1.5 weight percent, based on the total weight of all monomers, of an auxiliary monomer having a water solubility higher than vinyl acetate, wherein said cementitious construction adhesives comprises from 5 to 80 weight percent cement, from 5 to 80 weight percent of filler, and from 0.5 to 60 weight percent protective colloid stabilized polymer powder when a redispersible polymer powder is employed, and wherein said protective colloid is a partially hydrolyzed polyvinyl alcohol having a degree of hydrolysis less than 95 mol percent.

- 23. The construction adhesive of claim 21 wherein said auxiliary monomer is at least one selected from the group consisting of ethylenically unsaturated monocarboxylic acids, ethylenically unsaturated dicarboxylic acids and anhydrides thereof, ethylenically unsaturated carboxamides, ethylenically unsaturated carbonitriles, ethylenically unsaturated sulfonic acids, and salts of the acid monomers of this group.
- 24. The construction adhesive of claim 21, wherein said auxiliary monomer is at least one selected from the group consisting of acrylic acid, acrylamide, 2-acrylamido-2-methylpropane sulfonic acid, vinylsulfonic acid, maleic anhydride, acrylamidoglycolic acid, and itaconic acid.
- 25. The construction adhesive of claim 21, wherein said monomers further comprise at least one monomer or monomer mixture selected from the group consisting of ethylene, ethylene and fumaric acid, ethylene and maleic acid diesters, ethylene and vinyl chloride, acrylic acid esters, and ethylene and acrylic acid esters.
- 39. The process of claim 37 wherein the at least one auxiliary monomer is selected from the group consisting of acrylic acid, acrylamide, 2-acrylamido-2-methylpropane sulfonic acid, vinylsulfonic acid, maleic anhydride, acrylamidoglycolic acid, and itaconic acid.